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**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION**

18 FEDERAL TRADE COMMISSION,

Case No. 3:23-cv-02880-JSC

19 Plaintiff,

**DECLARATION OF PAGE ROBINSON IN
SUPPORT OF DEFENDANT ACTIVISION
BLIZZARD, INC.'S ADMINISTRATIVE
MOTION SEEKING *IN CAMERA*
TREATMENT OF CERTAIN EXHIBITS
PURSUANT TO CIVIL L.R. 7-11 AND 79-5**

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21 | MICROSOFT CORP.,

22 | and

23 ACTIVISION BLIZZARD, INC.

Judge: Hon. Jacqueline Scott Corley

Defendants.

1 I, Page Robinson, declare as follows:

2 1. I am a Senior Director of Litigation and Intellectual Property at Activision
 3 Blizzard, Inc. (“Activision”). I submit this declaration in support of Activision’s
 4 Administrative Motion Seeking *In Camera* Treatment of Certain Exhibits Pursuant to Civil
 5 L.R. 7-11 And 79-5. In my role, I have personal knowledge of Activision’s use and
 6 protection of non-public, highly sensitive, and confidential business information, including
 7 the information at issue here.

8 2. I have personal knowledge of the facts set forth below, and I can and would
 9 competently testify to such facts if called to do so.

10 3. In the few hours since the Parties exchanged exhibit lists, I have reviewed
 11 as thoroughly as possible, given the time constraints and the volume of documents, the
 12 exhibits that appear on Plaintiff Federal Trade Commission (“FTC”) and Defendants’
 13 (collectively, the “Parties”) exhibit lists that Defendant Activision moves to have filed
 14 under seal. Such exhibits are identified in Activision’s Administrative Motion Seeking *In*
 15 *Camera* Treatment of Certain Exhibits Pursuant to Civil L.R. 7-11 And 79-5 (the
 16 “Administrative Motion”).

17 4. As set forth in the Administrative Motion, some of the exhibits that appear
 18 on the Parties’ exhibit lists contain non-public and highly sensitive information, including,
 19 but not limited to, information reflecting confidential internal business data, strategic
 20 evaluation of forward-looking opportunities or investment decisions, revenue figures and
 21 projections, terms of existing confidential agreements or business partnerships,
 22 assessments of the competitive landscape, and market share analyses.

23 5. Such information could be used to injure Activision if made publicly
 24 available.

25 6. Specifically, some of the exhibits contain information reflecting the terms
 26 of, and negotiations regarding, commercial agreements that Activision does not disclose to
 27 third parties. Some of the exhibits also contain information reflecting the terms of,
 28

1 existence of, and negotiations regarding proposed commercial agreements that Activision
2 does not disclose to third parties.

3 7. It would cause competitive harm to Activision if the above information was
4 publicly disclosed. For example, when Activision negotiates commercial agreements with
5 other video game developers or platform providers, it would harm Activision's negotiating
6 position if those developers and providers could compare the previous terms of, and
7 negotiations regarding, similar commercial agreements to which Activision has previously
8 agreed. Moreover, disclosure of such terms and negotiations would harm Activision by
9 allowing other video game developers to circumvent the time and resources expended by
10 Activision in developing the practices and strategies which culminated in those terms and
11 negotiations.

12 8. Some of the exhibits also contain information discussing Activision's
13 confidential business strategy and planning. This information includes, for example,
14 Activision's decision to participate, or not to participate, in newly-developed distribution
15 services, as well as Activision's rationale for choosing to do so or not to do so.

16 9. It would cause competitive harm to Activision if the above information was
17 publicly disclosed. For example, disclosure would give competing video game developers
18 insight into Activision's strategies, plans, and assessments regarding potential
19 opportunities, and they may alter their strategic plans or offerings if they knew Activision's
20 strategies and plans. Disclosure of this information would also harm Activision's
21 negotiating position with platform providers.

22 10. Some of the exhibits also contain information regarding Activision's
23 proprietary data and metrics, which Activision maintains to evaluate the performance of its
24 content and user preferences, in part to better value its titles during future negotiations with
25 business partners.

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1 11. It would cause competitive harm to Activision if the above information was
2 publicly disclosed. For example, disclosure of this information would harm Activision
3 during future negotiations with platform providers.

4 12. Activision takes robust measures to maintain the confidentiality of all the
5 above-described information, including limiting internal disclosure of some of this
6 information to persons on a need-to-know basis, and does not disclose it publicly. All of
7 this information was designated as confidential pursuant to Section 21 of the FTC Act, 15
8 U.S.C. § 57b-2, and/or as Confidential pursuant the Protective Order Governing
9 Confidential Material entered on December 9, 2022 (“Administrative Protective Order”)
10 in *In the matter of Microsoft Corp. & Activision Blizzard, Inc.* Docket No. 9412 (FTC).
11 For these reasons, Activision respectfully requests that the Court order the exhibits
12 identified in Activision’s Administrative Motion Seeking *In Camera* Treatment of Certain
13 Exhibits Pursuant to Civil L.R. 7-11 and 79-5 to be sealed.

14 I declare under penalty of perjury under the laws of the United States of America
15 that the foregoing is true and correct to the best of my knowledge and belief.

16

17 Executed on June 20, 2023, in San Francisco, California.

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/s/ Page Robinson
Page Robinson

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SIGNATURE ATTESTATION

21 Pursuant to Civil Local Rule 5-1(h)(3), I attest under penalty of perjury that
22 concurrence in the filing of this document has been obtained from any other signatory to
23 this document.

24 | Dated: June 20, 2023

/s/ Caroline Van Ness
Caroline Van Ness

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